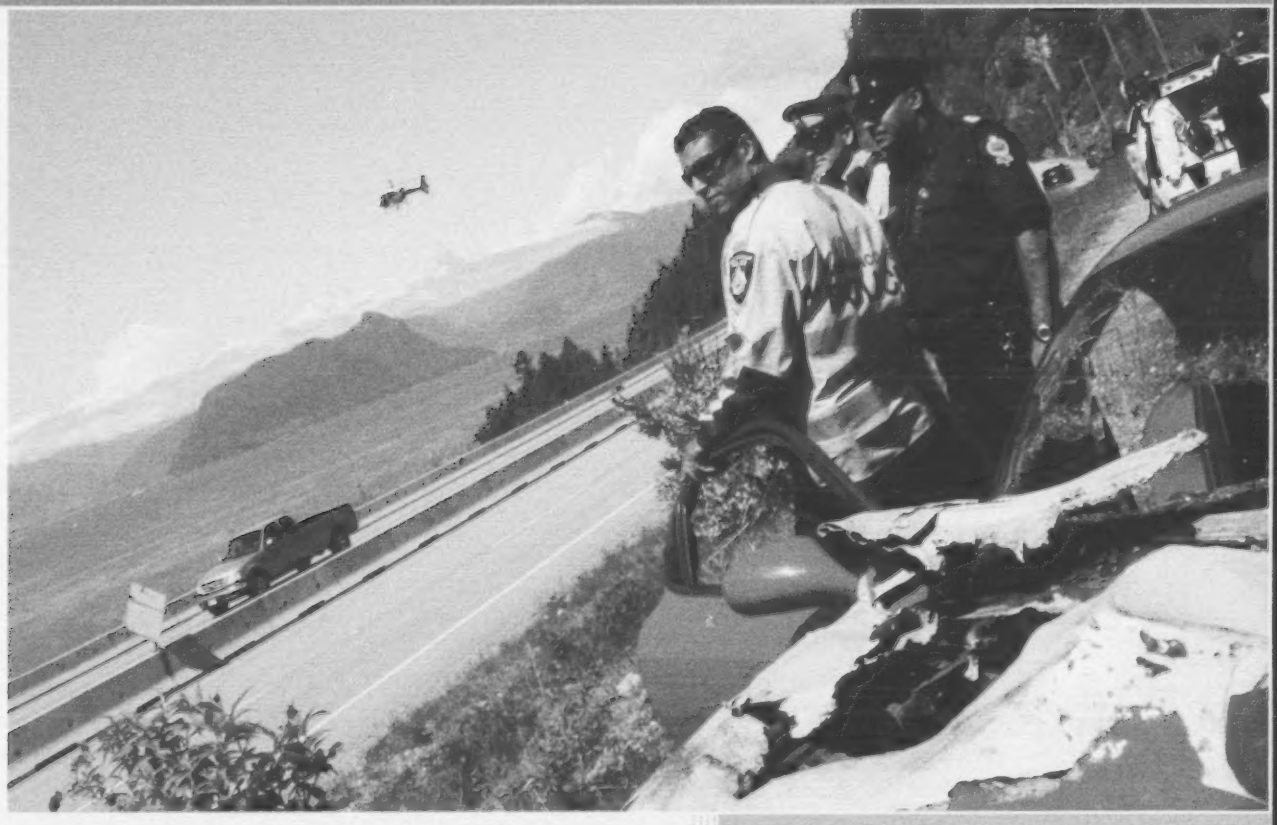
2009

British Columbia Road Safety Enhanced Enforcement ANNUAL REPORT



Ministry of Public Safety &
Solicitor General
Police Services Division
Road Safety Unit

BRITISH COLUMBIA
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MESSAGE FROM THE ASSISTANT DEPUTY MINISTER

I am pleased to present the *2009 Road Safety Enhanced Enforcement Annual Report*.

2009 was another successful year as the enhanced traffic enforcement program made significant strides in its use of innovative technologies, expanding targeted enforcement, and improving measures of accountability.

On the technology front, two Automated Licence Plate Recognition units were approved (Kelowna and Nanaimo) to work in tandem with the regional Integrated Road Safety Units; Bait Car real-time live tracking was officially launched in April; the upgrade of the Intersection Safety Camera Program from analogue to digital cameras took a major step forward with the identification of high crash locations; and plans were developed to assist with the cost of replacing the outdated Datamaster breathalyser tool with new technology from Intoximeters, Inc.

In terms of targeted enforcement, the program saw the addition of new Integrated Road Safety Units to provide better coverage in under-represented areas of the province as well as a reallocation of CounterAttack funding to allow for both summer and winter campaigns. In late 2009, the program also identified resources in support of the 2010 Olympics.

Measures were taken to further demonstrate the value of the program to the taxpayer. A comprehensive evaluation of the Fraser Valley Integrated Road Safety Unit was completed and is available on the PSSG website. At the same time there was a decision to move to the Traffic Services Management Information Tool version two (TSMIT.2), a more precise data collection tool, which will allow for more specific measurement of performance objectives.

The continued success of the program and its contribution to road safety in BC is demonstrated by the ongoing decline in vehicle crashes, serious injuries and fatalities, along with the steady decrease in auto crime rates.

The enhanced traffic enforcement program is a testament to the success of the Province's integrated policing strategy. I would like to take this opportunity to thank all the road safety partners and stakeholders for their ongoing commitment and dedication to saving lives and reducing injuries on BC's roadways.

Kevin Begg
Assistant Deputy Minister
Ministry of Public Safety & Solicitor General
September 2010

2009 HIGHLIGHTS

Provincial Fatalities and Serious Injuries – progress in reducing injuries and fatalities continues. Based on preliminary police-reported data[1], the fatality rate in 2009 is estimated at 8.46 per 100,000 population, up slightly from 8.1 in 2008, but significantly lower than pre-program rates when the fatality rate peaked in 2002 at 11.1 per 100,000 population. The injury rate in 2009 is estimated at 450.75 per 100,000 population, down substantially from 716.66 in 2002.

CounterAttack – program funding was reallocated to include both summer and winter campaigns; a longer planning cycle was also adopted, enabling local police to more effectively identify and deploy resources.

Bait Car – real-time, live tracking of stolen Bait Cars was officially launched on April 1st, 2009. Live tracking allows police to observe auto thieves in action, significantly increasing the safety factor for the police and the public. It also allows police increased options in planning intervention and detention strategies.

In-Car Video Cameras – a special one-time contribution of $1.8 million was allocated to police agencies throughout the province to more than triple the number of in-car police cameras.

Intersection Safety Camera Program Upgrade – replacement of outdated analogue red-light cameras with new digital technology achieved two major milestones: proof of performance and camera site selection.

Fraser Valley Integrated Road Safety Unit Evaluation – demonstrated that the current enhanced enforcement model is making a positive difference in the Fraser Valley; it is also more efficient and cost effective than the previous overtime-based model.

Premier's Award – Police Services Division Road Safety Unit was selected the 2009 winner of the Lower Mainland Premier's Award for Service Excellence for their work in transforming an overtime policing initiative into a fully integrated, provincial targeted traffic enforcement program.

[1]Traffic collision and accident reporting data from RCMP and Independent Municipal Police Departments, data sets compared to preliminary data collected from police by ICBC, 2009 and published TAS data from previous years. Population statistics taken from BC Statistics website first quarter 2010.

STRATEGIC OBJECTIVES

The enhanced traffic enforcement program was established through the *Traffic and Road Safety Law Enforcement Memorandum of Understanding* (MOU) between the Ministry of Public Safety and Solicitor General and the Insurance Corporation of British Columbia (ICBC).

Strategic partners in road safety initiatives include: the Office of the Superintendent of Motor Vehicles, RCMP and Municipal Police Departments, as well as the Criminal Justice Branch.

Program Mandate

The enhanced traffic enforcement program uses data-driven, evidence-led enforcement strategies and dedicated human and financial resources to help reduce crashes that cause serious injury and death, and to prevent auto theft.

Program Goals

The enhanced traffic enforcement program has four specific program goals:

- reduce traffic fatalities
- reduce serious injuries
- reduce auto theft
- increase public awareness of traffic enforcement

Program Priorities

Road safety priorities for the program are established through analysis of enforcement data and fatal and serious injury crashes. The current enforcement priorities, aimed at reducing fatalities and serious injury crashes, include:

- targeting impaired drivers, including drug-impaired drivers
- expanding the use of Automated Licence Plate Recognition (ALPR) technology
- reducing incidents of aggressive driving
- maintaining provincial occupant restraint rates
- improving intersection safety
- enhancing commercial vehicle enforcement

Program Accountability

The Road Safety Unit (RSU), Police Services Division manages the program on behalf of government and provides:

- financial oversight of the Traffic and Road Safety Law Enforcement Program
- performance measure evaluation and accountability
- program policy and strategic direction, data analysis, and road safety research
- secretariat support to the BC Association of Chiefs of Police Traffic Safety Committee (BCACP TSC)
- coordination in carrying out the direction of the Road Safety Advisory Committee and the IMPACT Policy Board

- managing the enforcement operations of the Intersection Safety Camera Program
- financial support for the delivery of advanced traffic training for independent municipal officers
- input to enhanced enforcement road safety public information campaigns
- consultation and collaboration on various road-safety related committees and working groups

ICBC funding for the 2009 calendar year was $24,463,475 as calculated on one and a quarter (1.25) per cent of ICBC basic insurance premiums earned two years prior.

> *"...we're continuing to invest millions of dollars every year on road safety programs that make business sense and also, more importantly, save lives."* Jon Schubert, President & CEO, ICBC.[2]

Enhanced traffic enforcement at work

[2] *(Editorial) ICBC head responds to article about its cash reserves*, Vancouver Sun, Tuesday, August 24, 2010, Page A10, by Jon Schubert.

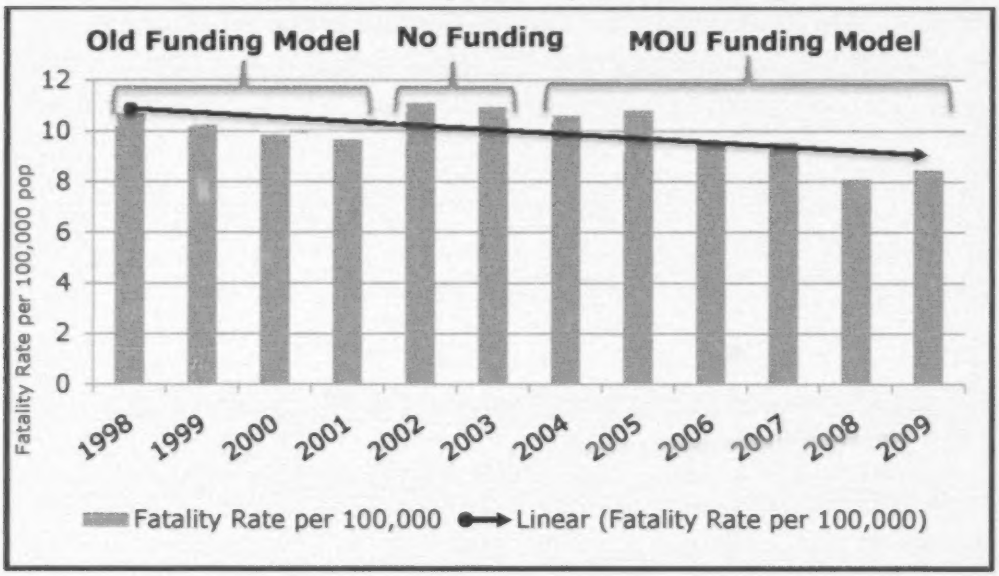
PROGRAM OUTCOMES

Provincial Fatality and Serious Injury Overview[3]

The primary goal of enhanced enforcement is to reduce the number of people killed and injured as a result of motor vehicle crashes through the strategic application of targeted enforcement activities.

Because enhanced enforcement is blended with other types of traffic enforcement, it is difficult to extract direct statistical links between enhanced enforcement and casualty reductions. Factors such as weather, population fluctuations, economic activity and other road safety initiatives also play a role in overall crash rates. However it is clear that since the implementation of the enhanced enforcement program, provincial fatality and injury rates have fallen steadily.

Provincial Fatality Rates (1998 to 2009)[4]

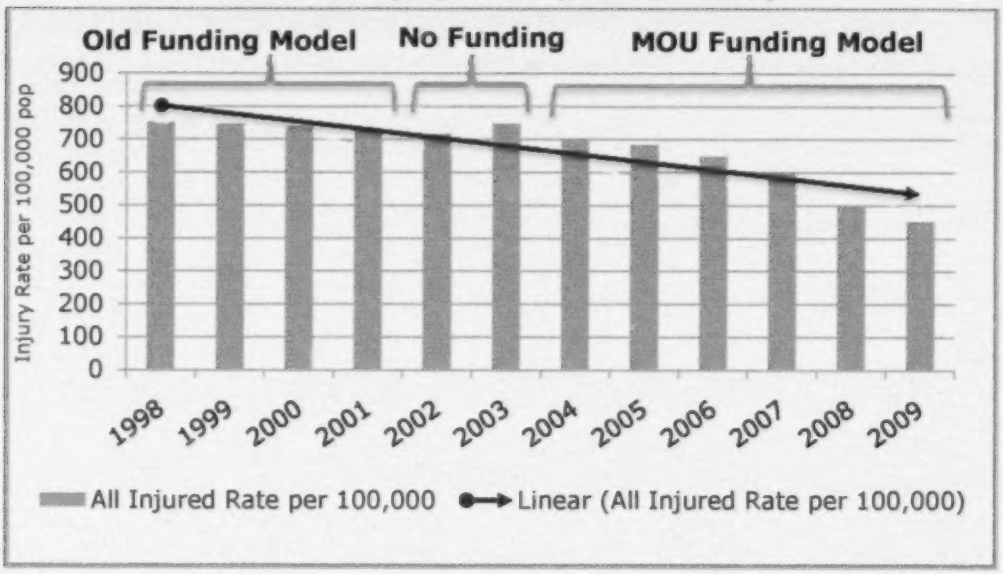


[3] Provincial fatality and injury reductions: enhanced enforcement activity cannot be separated from overall road safety efforts. There is evidence that enhanced enforcement is a significant contributor to reducing fatal/serious injury crashes i.e. Road Safety Unit CRD IRSU and FV IRSU Evaluations.

[4] Rates were calculated with data taken from TAS reports, preliminary 2009 police-reported crash statistics and BC Statistics population data, Spring 2010.

PROGRAM OUTCOMES

Provincial Injury Rates (1998 to 2009)[5]



Tracking fatality and injury rates is one method of creating a snapshot of road safety trends.

Police Output

Another important measure of the enhanced enforcement program is the number of violations targeting specific high-risk driving behaviours issued by officers participating in Integrated Road Safety Units (IRSU) and Enhanced Road Safety Enforcement Initiatives (ERSEI).

Total Violations Issued by Enhanced Enforcement (IRSU & ERSEI) [6]			
	2008	2009	% change
IRSU	77,522	75,671	-2.4%
IRSU overtime	20,070	11,785	-41.3%
ERSEI	44,924	46,887	+4.4%
Total Violations	**142,516**	**134,343**	**-5.7%**

Enhanced enforcement issued violations decreased by 5.7 per cent from 2008 to 2009, and all BC police-issued violations decreased by 4.1 per cent.

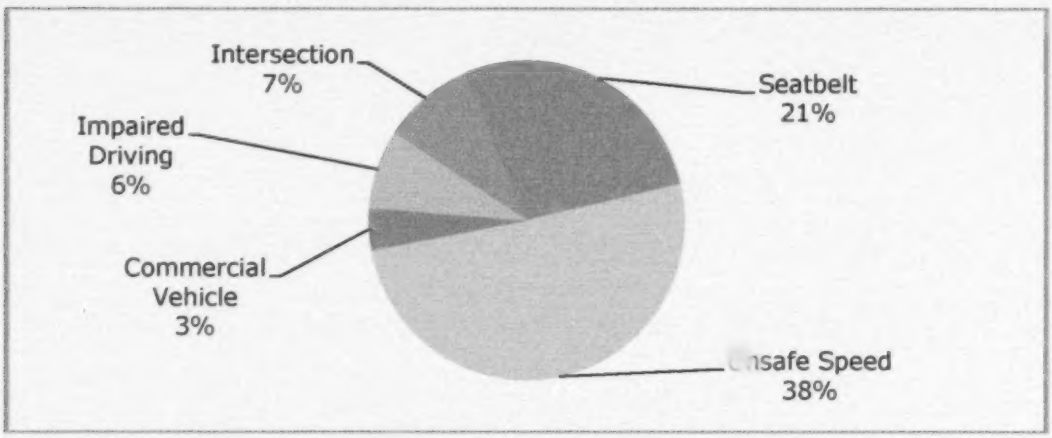
The decrease in total violations, speed enforcement, seat belts, and intersections in 2009 is partially explained by the substantial increase in impaired driving investigations (see page 7) which consume significantly more officer time than other types of enforcement interventions.

[5] Rates were calculated with data taken from TAS reports, preliminary 2009 police-reported crash statistics and BC Statistics population data, Spring 2010.
[6] Enhanced enforcement statistics are current as of February 2010.

PROGRAM OUTCOMES

Enhanced enforcement officers focused 75 per cent of their compliance efforts on five road safety priorities. The remaining 25 per cent of their efforts went to other Motor Vehicle and Commercial Vehicle Regulations infractions which would include violations such as following too closely, vehicle defects, criminal interdictions, and non-moving violations.

Percent of Enhanced Enforcement Effort on Top 5 Priorities[7]



Enhanced Enforcement compared to all BC Traffic Enforcement
The table below shows four key enforcement categories and the output from enhanced enforcement on those categories compared to all police enforcement in the province.

Enhanced Enforcement (EE) Violation Output compared to Other Provincial Traffic Enforcement Output (BC)[8]			
2009	EE	BC	% EE of BC
Speed[9]	51,721	205,894	25.1%
Seatbelts	28,288	72,067	39.3%
Impaired Driving	8,110	43,158	18.8%
Intersections	9,685	59,247	16.3%
Other	36,539	169,933	21.5%
Total Violations	**134,343**	**550,299**	**24.5%**

Enhanced enforcement issued almost 25 per cent of all traffic-related violations in 2009; this is consistent with enhanced enforcement output from previous years.

[7] Statistics provided by RCMP, 2009 numbers current as of May 2010.
[8] Enhanced enforcement data provided by RCMP and current as of May 2010; provincial enforcement data is provided by ICBC and is current as of March 31, 2010.
[9] IRSU focuses on excessive speed as a function of aggressive driving behaviour.

INITIATIVES

1. *Integrated Road Safety Units (IRSU)*

The Integrated Road Safety Unit (IRSU) model, comprising RCMP and independent municipal police department officers, is designed to encompass centrally-housed, dedicated mobile enforcement units throughout BC. IRSUs are charged with using data-driven enforcement strategies to address program priorities.

IRSUs operate in all regions of BC. As a companion initiative, the RCMP oversees the Enhanced Road Safety Enforcement Initiative (ERSEI). This initiative provides overtime funding to support enhanced traffic-related projects.

Total IRSU/ERSEI issued violation output declined slightly in 2009.

Total Enhanced Enforcement Violations Issued by Region[10]			
	2008	2009	% change
Lower Mainland	62,003	45,035	-27.4%
North	26,912	27,917	+3.5%
South East	30,546	37,130	+18.0%
Vancouver Island	23,054	24,261	+5.0%
TOTAL	142,515	134,343	-5.8%

Violation output in the lower mainland may have been affected by preparations for the 2010 Olympics.

Of all the priority enforcement categories, the most significant change in 2009 was a significant increase in impairment related output.

IRSU & ERSEI Enforcement Violations by Type			
Priority Issues	2008	2009	% change
Speed[11]	59,315	51,721	-12.8%
Seatbelt	30,314	28,288	-6.7%
Intersection	11,118	9,685	-12.9%
CC Impaired* 24 hour ADP	1,164 3,660 746	1,749 5,314 1,047	+50.3% +45.2% +40.4%
Commercial Vehicle	5,523	4,341	-21.4%
Criminal Interdiction	1,511	1,583	+4.8%
Vehicle Defect	910	1,247	+37.0%
Other Violations	28,255	29,368	+3.9%

*Impaired includes drugs.

[10] Enhanced enforcement statistics provided by RCMP, current at February 2009.

[11] Speed' is one of the major indicators of aggressive driving behaviour, which also includes tailgating, improper passing, failing to yield and intersections. Speed includes all speed-related output, including school zones and excessive speed.

INITIATIVES

Impaired driving is a top priority for all enhanced traffic enforcement. There was a significant overall increase in 2009 in the number of impairment-related tickets issued to drivers. In recent years drug-impairment has also been identified as a growing road safety issue.

IRSUs continued to refine impairment-related initiatives, building on the success of over-time and undercover enforcement models like the Impaired/Intersection Night-time Seatbelt Traffic Enforcement Project (INSTEP).

Total IRSU Output of Impaired Driving Related Violations*

	Alcohol - Impaired	Alcohol - 24 hour	Alcohol ADP	Drugs - Impaired	Drugs - 24 hour
2009 IRSU Total	960	2196	583	34	394
2008 IRSU Total	705	1818	517	8	395
Change from 2008 to 2009	+36%	+21%	+13	+325%	No change

*Total IRSU includes IRSU_OT output

Technology is increasingly used to support dedicated traffic enforcement, improving the efficiency and effectiveness of their strategies. In 2009 plans were developed to replace outdated Datamaster breathalyser tools with new Intoximeter Inc. technology. Those plans also included arrangements for the Independent Police Departments to purchase Intoximeter units at the negotiated RCMP price. Use of the Intoximeter will be phased in over the next few years.

2. *Integrated Municipal Provincial Auto Crime Team (IMPACT)*

Auto theft reduction in BC is another priority for enhanced enforcement. IMPACT is integral to the enhanced enforcement program and is considered an enhancement to regular police auto crime programs while working in cooperation with independent police agencies as well as municipal and provincial RCMP units.

In 2009, auto theft in BC decreased by 15 per cent[12], with 1,945 fewer vehicles stolen than in 2008. Theft from vehicles also decreased by 15 per cent compared to 2008.

[12] Auto theft statistics were provided by IMPACT, March 2010. Non-enforcement factors such as vehicle immobilizers may also contribute to reductions in auto-crime.

Auto Theft/Theft from Vehicles: 2008 vs. 2009[13]

	Year		% Change 2008 vs. 2009	Estimated Benefit ($000,000)
	2008	**2009**		
Auto Theft	13,000	11,000	-15%	$7.98
Theft from Vehicles	23,000	19,000	-15%	$2.72

IMPACT strategies include a dedicated investigation/enforcement team, the Bait Car program, Global Positioning System (GPS) installations, Automated Licence Plate Recognition (ALPR), as well as outreach programs. IMPACT'S primary benefit, however, is in its deterrent effect; enforcement strategies combined with effective media relations make it clear to car thieves that they will get caught.

Auto Crime Highlights 2009

- IMPACT recovered 245 vehicles and carried out 76 arrests
- there were 186 Bait Car activations resulting in 59 arrests
- 112 stolen vehicles were recovered using the ALPR technology
- in cooperation with the traffic safety helicopters, Air One/Two, the surveillance of 45 stolen vehicles resulted in 66 arrests
- auto theft in BC decreased by 15 per cent compared to 2008 with an estimated cost benefit of $7.98 million
- from 2003 to 2009 auto theft decreased by 55 per cent with a cumulative cost benefit of $149 million
- theft from vehicles decreased by 15 per cent compared to 2008, with an estimated benefit of $2.72 million

IMPACT continues to actively raise awareness and to reach out to communities; note the highly anticipated annual 'Top 10 Most Wanted' campaign during Auto Crime Enforcement Month. IMPACT is also expanding its auto crime enforcement-related partnerships on a local, regional, national and international level.

3. Impaired Driving: Overtime Programs

The Road Safety Program also provides, where possible, overtime funding to both the RCMP through the Enhanced Road Safety Enforcement Initiative (ERSEI) and to the Independent Police Departments for seasonal CounterAttack campaigns.

[13] IMPACT 2008 and 2009 Annual Reports.

Enhanced Road Safety Enforcement Initiative (ERSEI)
In 2009 RCMP officers deployed through ERSEI funding (overtime funding for regular traffic officers not permanently deployed in an integrated unit) issued the following provincial offence violations:

	Alcohol Impaired	Alcohol 24 hour	Alcohol ADP	Drugs Impaired	Drugs 24 hour
ERSEI 2009	735	2458	464	20	266
ERSEI 2008	434	1281	229	17	166
Change from 2008 to 2009	+70%	+92%	+103%	+18%	+60%

RCMP officers in detachments throughout the province increased their impaired driving enforcement across all categories.

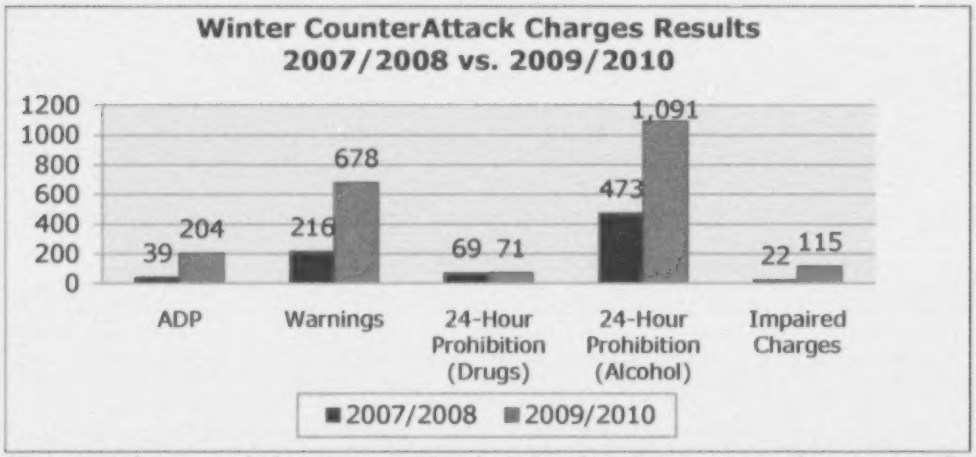
Independent CounterAttack
In 2009, a combination of advance notice for funding and the addition of a summer campaign period contributed to significant increases in impairment-related outputs by the independent municipal police departments.

The total value of the contracts for CounterAttack in 2009/10 was $948,100.
- $249,945.00 for Summer CounterAttack (June 29 – July 31, 2009)
- $698,155.00 for Winter CounterAttack (October 30, 2009 – January 4, 2010)

The results of the 2009 CounterAttack campaigns were as follows:
- 424 total roadblocks
- 135 drivers charged with impaired driving
- 1,305 drivers issued 24-hour suspensions for alcohol impairment
- 104 24-hour suspensions for drug impairment
- 204 ADP violations.

Comparing output from Winter CounterAttack 2007/08 to Winter CounterAttack[14] 2009/10, the number of violation tickets issued in 2009/10 increased significantly in each category:
- three per cent increase in 24-hour prohibition for drug impairment
- 11 per cent increase in the total number of violation tickets issued
- 131 per cent increase in 24-hour prohibition for alcohol impairment
- 423 per cent increase in impaired criminal charges
- 423 per cent increase in the number of ADP violations issued.

[14] In 2008, only Winter CounterAttack received additional funding.



*Impaired charges include impairment by alcohol and/or drugs, unless otherwise specified.

Note:
The increase in impairment-related violations and charges province wide may be explained in part by the creation of Alexa's Team. In May 2008, four year old Alexa Middelaer passed away from injuries suffered when Alexa and her aunt were hit by a car driven by an impaired driver.

Her parents, in partnership with other road safety leaders, created the concept of Alexa's Team to raise awareness of the seriousness and prevalence of impaired driving.

Road check underway

4. *Intersection Safety Camera Program (ISC)*

The ISC program is an automated enforcement initiative dedicated to improving intersection safety and to reducing serious injuries and fatalities by identifying and penalizing drivers who run red lights.

Intersection Safety Camera	2008	2009	% change
Images Received	41,967	39,008	-7.05%
Violations Issued	24,581	22,090	-10.13%

In 2009, police, the province and ICBC were actively engaged in upgrading the 10-year old ISC program, expanding from 120 sites and 30 analogue cameras to 140 sites, each equipped with a digital camera.

Highlights in 2009 include: conclusion of 'proof of performance' for the new technology; and reviewing more than 1,400 intersections to identify the 140 high-risk locations that would most benefit from an ISC installation.

To add to an already busy year, the ISC program office and the ICBC ticket centre moved from Delta to a new location in Richmond. The office is equipped to support the communications infrastructure and physical requirements of the digital program upgrade.

Intersection crashes are a leading cause of serious injury in BC

A 2006 study by program partner ICBC showed that the red light cameras reduced casualty crashes at designated intersections by 6.4 per cent. Under BC's expanded program, factors such as improvements to site selection, engineering, improved detection, camera technology and multi-lane monitoring, as well as increased public awareness are expected to create improved crash reduction and casualty crash reduction rates as the ISC upgrade rolls out in 2010/11.

[15] In 2009, malfunctioning analogue cameras were not serviced, accounting for decreases in ISC output. This decision allowed program management to start the decommissioning process and maximize program budgets.

5. *Automated Licence Plate Recognition (ALPR)*

ALPR cameras capture licence plate images of vehicles on public roadways. The ALPR system instantly compares plates against a database in the onboard computer and identifies 'hits' which frequently result in charges. Examples of 'hit' types are listed below:

- no drivers licence
- no insurance
- driving while prohibited–MVA
- driving while prohibited–CCC
- notice of driving prohibition
- 24-hour prohibition issued
- driving while impaired
- possession of drugs
- O/S warrant executed
- breach of conditions/probation
- recovered stolen vehicle
- possession of stolen property
- other MVA offences
- other Criminal Code offences

Results (from January 1, 2009 to December 31, 2009):

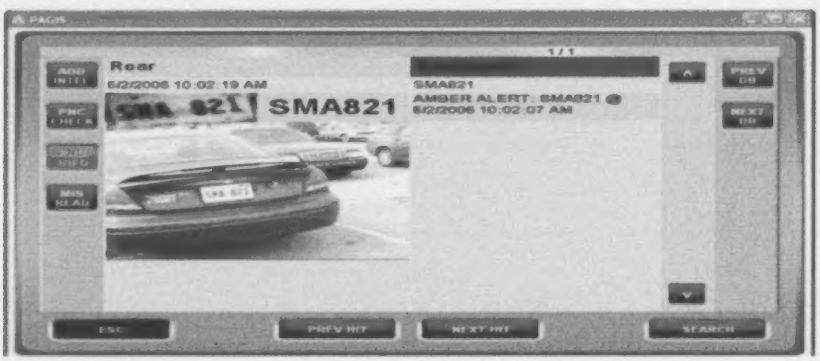
- 859,951 recognizable licence-plates scanned
- 12,682 'hits' generated by those scans
- 2,088 charges or other interventions taken as a result of police action including 980 'no driver licence' and 244 'no insurance' violations

Until early 2009, ALPR data was collected through a paper reporting process and data was saved as a cumulative file. After discussions between the Road Safety Unit and police, a more streamlined process for data collection was developed. The new methodology should allow for more accurate quarter to quarter reporting and annual totals on ALPR activity and outputs.

Near the end of 2009, planning was completed for the implementation of two five-person units, one to be deployed in Kelowna and one in Nanaimo. These new units will work in concert with other IRSU's, Provincial Traffic units and independent police agencies in combined operations.

Also in 2009, work continued on identifying key performance indicators for ALPR technology. Improved data capture and tracking will supplement understanding of the true value that ALPR brings to traffic enforcement.

Sample ALPR Scan



6. *Traffic Safety Helicopters*

The RCMP budget provides funding for the traffic safety helicopters. However, the helicopters regularly cooperate with enhanced enforcement by providing valuable tracking and surveillance support, especially when officers are dealing with road safety priorities relating to aggressive driving and auto crime.

Air One and Air Two assist enhanced traffic enforcement by providing aerial support to ground units and by targeting many of the same enhanced enforcement priorities including: impaired driving, aggressive driving, stolen vehicles, vehicle pursuits, street racing, and hit and runs.

Traffic Safety Helicopter

Number of Arrests Where Traffic Safety Helicopter(s) was Instrumental			
	2008	**2009**	**% change**
Pursuits	25	25	-
Impaired driving	32	14	-56%
Stolen vehicle	90	87	-3%
Dangerous driving/ without due care	13	11	-15%

Call distribution and traffic safety helicopter activity are generated through three different response types. About 50 per cent of the time the helicopters are dispatched through a call centre, about 35 per cent of the time the air crew generate calls to ground units through flight observations, and the remaining 15 per cent of their activity is 'monitored' – this is when the air crew overhear a call in progress while on patrol and offer their assistance to ground units.

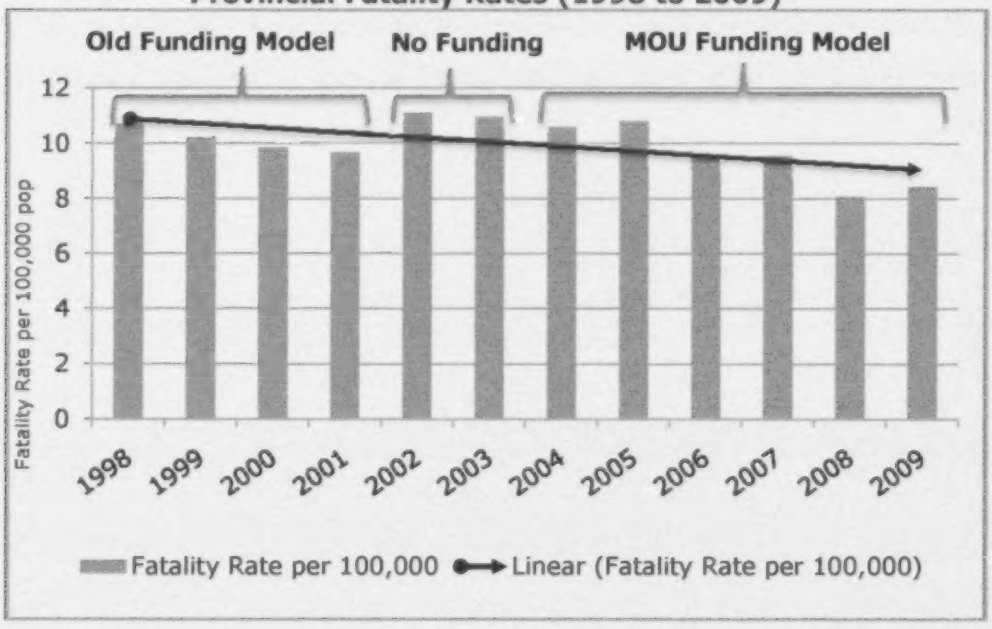
Number of Traffic Safety Helicopter Response Incidents by Type			
	2008	**2009**	**% change**
Pursuits controlled by Air One	24	17	-29%
Possible street racing incidents attended	9	7	-22%
Aggressive driving reports investigated	38	31	-18%
Impaired driving reports detected/ investigated	78	35	-55%
Stolen vehicle incidents investigated	160	121	-24%
Dangerous driving incidents investigated	25	10	-60%

1. Fatality and Injury Trends

While traffic enforcement programs that target behaviours (impaired driving, not wearing seatbelts, aggressive driving, etc) are notoriously difficult to measure on a peer reviewed statistical basis, there are indicators associated with the program that demonstrate that it, along with other factors including regular police enforcement, makes a significant, positive contribution to driving down injury and fatality rates due to crashes.

The fatality rate chart below demonstrates how fatality rates changed when there was no visible, enhanced traffic enforcement. From 2002 until mid-2004 there were no dedicated enhanced enforcement deployments. In 2005 the first IRSU began operating in the Capital Regional District on Vancouver Island. Additional IRSUs were created soon after and were deployed throughout the Province.

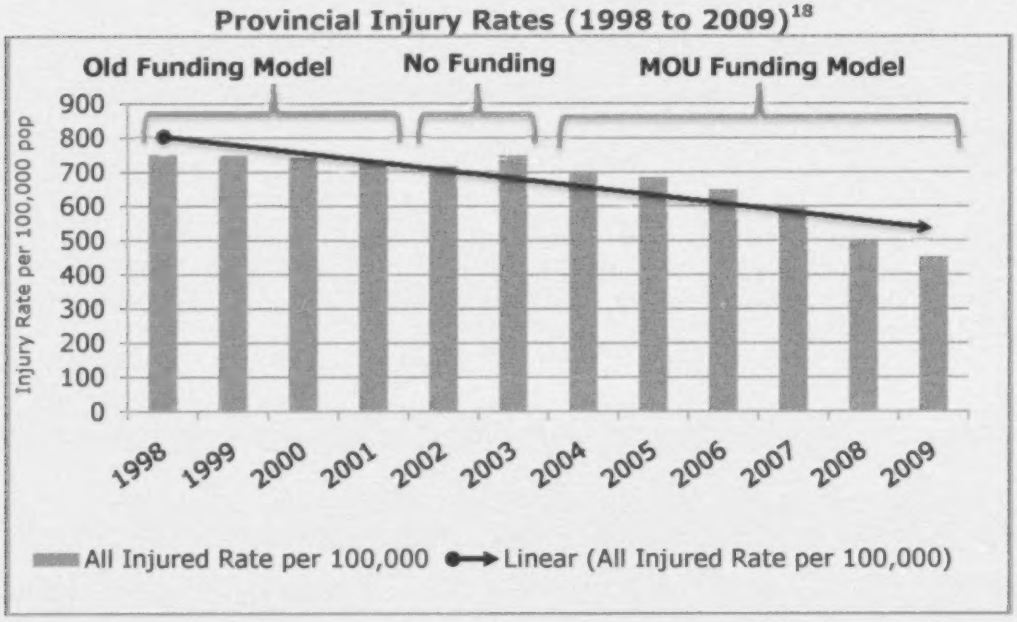
Provincial Fatality Rates (1998 to 2009)[16]



Injury rates have also declined[17]; this measure has demonstrated a continuous and stable downward trend with the exception of a brief increase in 2003.

[16] Rates were calculated using TAS data: Business Information Warehouse, as of June 30th, 2010: data taken from TAS reports, preliminary 2009 police-reported crash statistics and BC Statistics population data, spring 2010.

[17] In 2008 the *Motor Vehicle Act* requirements for police reporting of accidents was streamlined. This may have had an impact on crash reporting by police.



2. *Impact on the Health Care System*

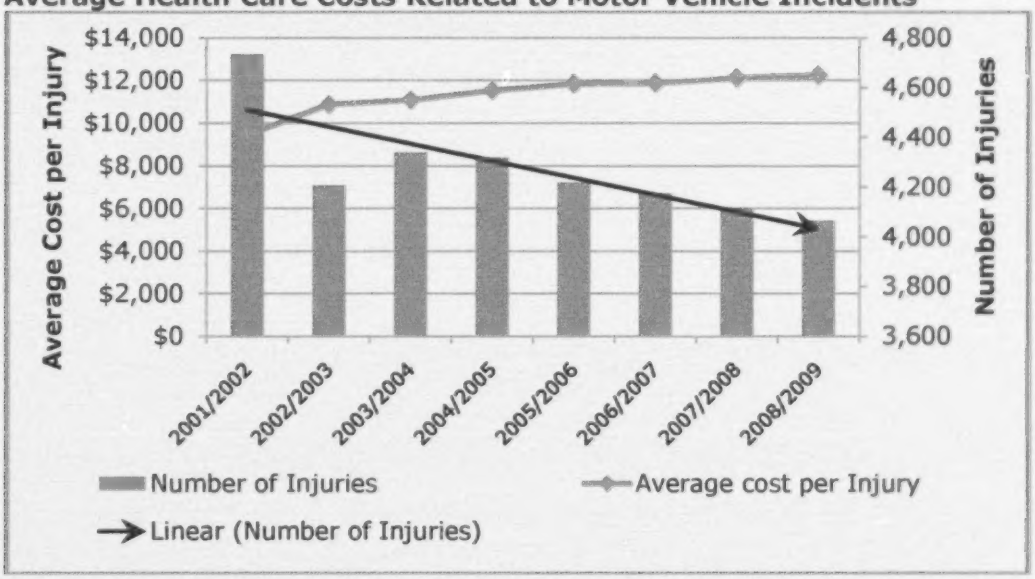
While the number of motor-vehicle related injuries requiring medical attention is trending downward, health care costs in general are trending upward.

The cost of delivering health care is increasing in part due to growing pressure from an aging population, increases in chronic disease, infrastructure and training requirements, and implementation of new technology and pharmaceuticals.[19]

Health care expenditures would be even higher if motor-vehicle related injuries were not steadily decreasing.

[18] Rates were calculated with data taken from TAS reports, preliminary 2009 police-reported crash statistics and BC Statistics population data, spring 2010.
[19] Ministry of Health Services, Service Plan 2010 – 2013.

Average Health Care Costs Related to Motor Vehicle Incidents



* Graph was generated using the *Online Data Tool* from the BC Injury Research and Prevention Unit website. **Note that police-reported injuries and health care injury counts may not reconcile; police do not attend every motor vehicle crash and injured parties may attend a health care facility several days after a motor vehicle incident.

The average cost of health care of a motor-vehicle related injury is about $11,000 per injury.

3. *Intersection Safety Camera (ISC) Program*

The ISC program is currently undergoing an upgrade and expansion. The existing system:

- has generated more than 235,000 violation tickets and approximately $28 million in revenue, and
- intersection injury victims have declined from 12,623 in 2002 to 8,712 in 2009.

Violation Output Generated by the Current ISC System

	Annual Average 2000 to 2008	2009
VTs Issued	28,635	22,090
Estimated Value ($'s)[20]	2,800,401	$2,164,820

[20] The average intersection violation ticket amount paid is calculated at $98/ticket.

The Upgraded/Expanded ISC Program:

- is expected to result in a minimum 4.3% reduction in casualty crashes at ISC monitored intersections per year, including 266 fewer injured victims
- 266 fewer injuries are estimated to save BC taxpayers about $2.9 million in health care costs per year

4. *IMPACT*[21]

	Change	Year	Average Estimated Savings
Auto theft*	55% decrease	2003 to 2009	$149 million
Theft from auto	52% decrease	2003 to 2009	$10 million
CUMULATIVE AUTO CRIME SAVINGS		2003 to 2009	$159 million in claims costs
* The true value of the IMPACT/Bait Car program is provided by its deterrent effect which is difficult to quantify.			

5. *Traffic Fine Revenue*

Year	04/05	05/06	06/07	07/08	08/09	09/10	Cumulative Total
TRF to communities (millions)	$41.8	$49	$50.2	$58.8	$61	$63	**$364.6**
IRSU Portion of TRF	n/a	$11.5	$10.1	$14.2	$15.2	$15.4	**$66.4**

6. *Federal Contribution to BC Policing*

- Under the terms of the Provincial Police Services Agreement (PPSA) for every dollar invested in provincial policing the federal government provides a 30% contribution.
- Over the life of the enhanced enforcement program, the federal government has contributed about $39 million to provincial policing.

[21] IMPACT 2009 Annual Reports.

Fraser Valley IRSU Evaluation

In 2009, the Road Safety Unit conducted an evaluation of the Fraser Valley IRSU, an enforcement area covering 19 jurisdictions and comprising 23 per cent of the province's total population (2008). The main objectives of the evaluation were to:

- assess whether the change in model/delivery of enhanced traffic altered police traffic enforcement activity levels in the Fraser Valley by comparing 2003 activity with 2008
- assess corresponding changes to crash volumes in that same geographical area
- evaluate the Unit's operations, management, communications and strategic direction

Comparing the 2002/2003 average to the 2007/2008 average, the Fraser Valley Region showed:

- 14 per cent decrease in motor vehicle fatalities
- 17 per cent decrease in the number of injured victims
- 12 per cent decrease in the number of casualty crashes
- 23 per cent decrease in the rate of injured victims per 100,000 population

IRSUs at work

FV IRSU officers were also interviewed about their work as members of the IRSU unit with the following results:

- 93 per cent felt that the integration was working well at the Fraser Valley IRSU
- 77 per cent responded that they had enjoyed their time working for the Fraser Valley IRSU
- 100 per cent of members said they felt safe on the job

The evaluation makes 18 recommendations for improvement in seven operational, governance and administrative areas including: program operations, staffing policies and procedures, communications, data-driven enforcement, administration, equipment, and governance.

The complete evaluation report is available on the Police Services Division webpage:
http://www.pssg.gov.bc.ca/police_services/publications/index.htm.

ACCOUNTABILITY

Traffic Services Management Information Tool version two (TSMIT.2)

Implementation of data management tools such as TSMIT.2 will enhance performance measures and track output and outcome results. The Road Safety Unit will have better capacity to establish the value of the program including the social cost benefit and return on investment of:

- targeting impaired drivers, including drug-impaired drivers
- expanding the use of ALPR technology
- reducing incidents of aggressive driving
- raising provincial occupant restraint rates
- improving intersection safety
- improving commercial vehicle enforcement

In-Car Video Cameras

In an effort to support more impaired and dangerous driving charges with indisputable evidence, the Solicitor General provided a special one-time contribution of $1.8 million to policing agencies throughout the province to more than triple the number of in-car police cameras.

The new cameras will increase the number of patrol-car cameras across BC to approximately 450, with 260 new units to be installed in RCMP traffic-duty vehicles and 60 in vehicles used by the Province's 11 independent municipal police departments.

In-car cameras capture real time audio and video evidence collected at roadside and interactions between the officer, suspects and possible witnesses for use in both Courts and Administrative Review proceedings.

Education and Advertising

The Road Safety Unit is involved in two strategic initiatives to increase public awareness about road safety and traffic enforcement: ICBC Public Education/Advertising campaigns and provincial government public awareness activities.

Under the MOU, ICBC directs $600,000 of its total annual contribution towards media initiatives that support the enhanced enforcement campaigns approved by the BCACP. These enforcement campaigns are reinforced with specialized media strategies focussing on seasonal enforcement themes.

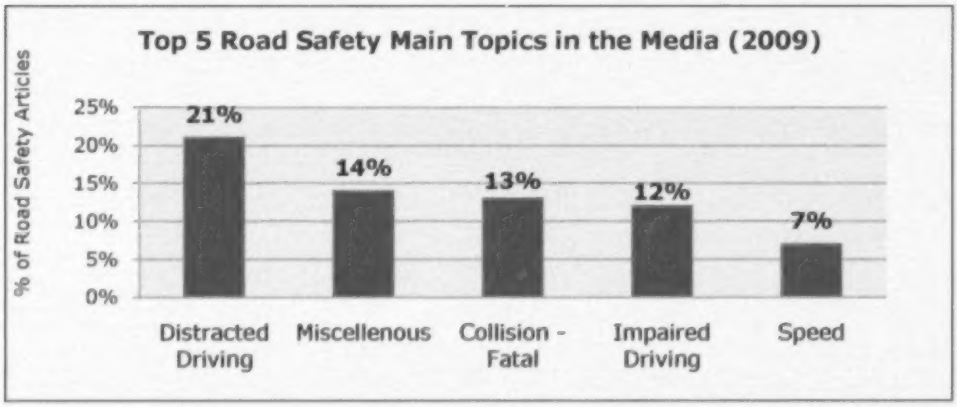
In 2009, a new intersection and speed campaign was developed and launched with the explicit message to drivers that "When you slow down, you see more of the road". This campaign was supported by targeted enforcement ads and a web component challenging drivers to test their observational skills and reaction times in intersections through an interactive simulator: http://www.icbc.com/drivesmart.

Provincial Monthly Media and Enforcement Campaigns* (2009)	
Month	Media/Enforcement Campaign
February	Auto Crime
May May 21-24 - National	Aggressive Driving and Motorcycles National Road Safety Week
July July 1-4 - National	Impaired Driving First Summer Long Weekend
September	Occupant Restraint and Intersections
October 8-11 - National	Operation Impact
November	Speed Relative to Conditions
December	Impaired Driving

* Smaller and/or regional campaigns January 1- May 1 as designated by the strategic issues/needs of units in conjunction with local media and partnership support.

The Road Safety Unit also promotes the enhanced enforcement program through pro-active or earned media strategies, public events and media releases.

Media Scan
The provincial government conducts a daily media scan of major media sources to identify stories associated with government programs, issues and policies in BC, including policing and road safety. In 2009, there were a total of 4,170 articles in the Police Services Division media scan. Of all articles, 36 per cent mentioned policing and 14 per cent of articles discussed road safety.



The main road safety topics discussed in the media were distracted driving, miscellaneous, fatal collisions, impaired driving and speed.

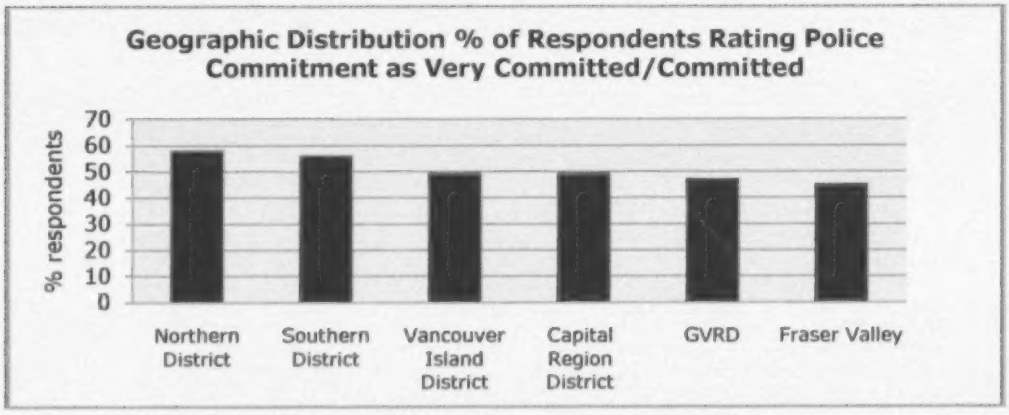
The most common issue in the road safety media scan was 'distracted driving' with 44 articles, a 21 per cent increase over 2008.

Impaired driving and auto theft topics decreased in their frequency in 2009, accounting for 12 per cent and five per cent respectively (compared to 16 per cent and eight per cent in 2008).

Public Attitude Survey 2009
Since 2006, the Police Services Division has commissioned an annual public opinion survey which is aimed at assessing driver attitudes about road safety in the Province of British Columbia.

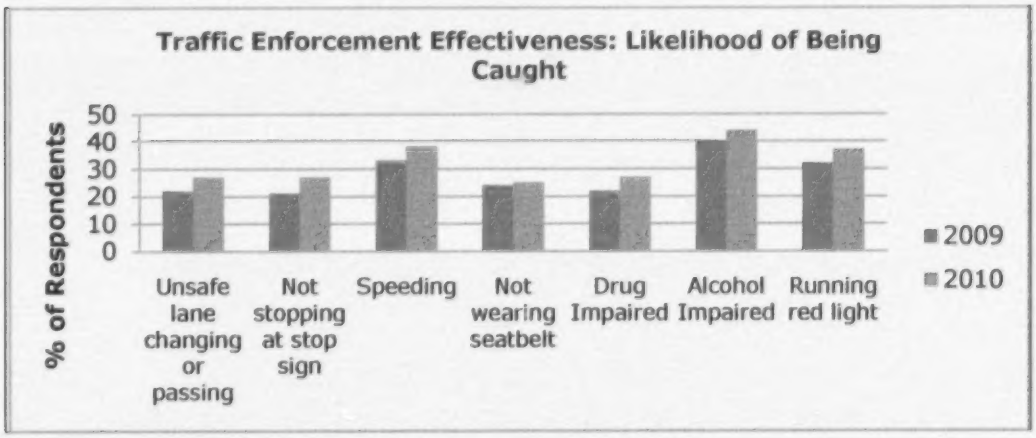
The survey attempts to measure public attitudes towards road safety programs. Survey categories include questions on perception of the programs' effectiveness, priorities, police commitment, attitudes towards new programs and initiatives, causes of collision and factors affecting driving behaviour.

Highlights from the survey include:
Police Commitment - the majority of respondents consider police commitment to be high, with 50 per cent rating it as "Very Committed" or "Committed". Only 16 per cent of respondents rated police commitment as low.



Risk factors - survey respondents consistently rate alcohol impairment as the most significant factor contributing to crashes that cause serious injury and death (91%); followed by aggressive driving (89%); running red lights/stop signs (88%); drug impairment (82%); fatigue (76%) ; and, speed (75%).

There is a gender gap in public perception associated with driving behaviour: females consistently rate most factors as more significant than males, especially for speeding and drug impairment.



Likelihood of being caught - drivers believe that they are most likely to be caught for driving when over the legal alcohol limit (40%), running a red light or a stop sign (32%), driving while not wearing seatbelt (24%), speeding (23%) and driving after having taken illegal drugs including marijuana (22%).

Motorcycle Safety Show

2009 marked the first year of participation in the Vancouver Motorcycle Show – a four-day event drawing over 35,000 people to the Tradex in Abbotsford to experience the latest in motorcycles, gear and accessories, rider safety and training information.

"Live to Ride Another Day" was the message promoted by officers from the Fraser Valley IRSU and partners, offering the riding public a firsthand opportunity to see aggressive and dangerous motorcycle riding footage captured by Air One Traffic Safety Helicopter.

Young and older riders had the opportunity to hop on FV IRSU Harley Davidson and BMW police bikes, and speak directly with officers and examiners about motorcycle and rider safety. The show was also an excellent opportunity for the province to engage the riding public and industry stakeholders in discussions about improvements to motorcycle safety in BC.

Motorcycles – Live to Ride Another Day

Fact sheets were prepared and distributed by the BCAA Traffic Safety Foundation.

Premier's Award

Police Services Division Road Safety Unit was selected the 2009 winner of the Lower Mainland Premier's Award for Service Excellence for their work in transforming an overtime policing program into a fully integrated, provincial targeted traffic enforcement program. This new service delivery model has helped optimize enhanced traffic enforcement efforts, reduce redundancies, and create financial and resource efficiencies—all while helping to drive down serious injuries and traffic fatalities.